

**Whatcom County**  
**Quit Line Data Summary**  
January 1 - March 31, 2004

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 98</b>	<b>N = 3,363</b>
<b>Percent of Statewide Calls</b>	3.5%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	2.8%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 96</b>	<b>N = 2,906</b>
Female	69.8%	64.2%
Male	30.2%	35.8%
<b>Race/Ethnicity</b>	<b>N = 90</b>	<b>N = 2,468</b>
People of Color	7.8%	13.1%
White	92.2%	86.9%
<b>Age</b>	<b>N = 91</b>	<b>N = 2,642</b>
Less than 18 years old	0.0%	1.1%
18 - 24 years old	14.3%	15.2%
25 - 34 years old	24.2%	23.1%
35 - 44 years old	20.9%	24.6%
45 years and older	40.7%	36.0%
<b>Education</b>	<b>N = 92</b>	<b>N = 2,581</b>
Did not graduate high school	21.7%	19.0%
High school graduate	29.3%	36.0%
Some college/vocational school	41.3%	36.4%
College graduate	7.6%	8.6%
<b>Caller Type</b>	<b>N = 97</b>	<b>N = 3,052</b>
General Information	5.2%	12.6%
Health care provider	3.1%	3.6%
Tobacco user	91.8%	83.8%
<b>Payer Type</b>	<b>N = 66</b>	<b>N = 2,005</b>
Insured	31.8%	31.2%
Uninsured	25.8%	29.4%
Medicaid	42.4%	39.4%
<b>Heard About</b>	<b>N = 85</b>	<b>N = 2,412</b>
Past caller	20.0%	15.7%
Employer/worksites	1.2%	1.2%
Health care provider	37.6%	31.8%
Television	5.9%	11.9%
Outdoor advertisement (billboard/bus/wall)	1.2%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	1.2%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	2.4%	5.4%
Family or friend	23.5%	22.7%
Health Department	7.1%	5.4%
School	0.0%	1.4%